

National Broadcasting  
Company, Inc.

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

William F. Caton  
Acting Secretary  
Federal Communications Commission  
1919 M Street, N.W.  
Room 222  
Washington, D.C. 20554

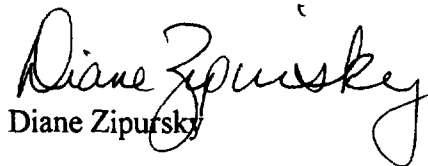
Re: Request for Information Regarding Television LMAs  
MM Docket Nos. 91-221, 87-8, 94-150, 92-51, 87-154

Dear Mr. Caton:

Submitted herewith for filing on behalf of Outlet Broadcasting, Inc., licensee of WCMH-TV, Columbus, Ohio, and WJAR (TV), Providence, Rhode Island (Brokering Stations) and Fant Broadcasting of Ohio, Inc., licensee of WWHO(TV), Chillicothe, Ohio and Fant Broadcasting of Massachusetts, Inc., licensee of WLWC(TV), New Bedford, MA (Brokered Stations) are the parties' responses to the FCC's request for information regarding television local marketing agreements.

Questions concerning the Brokered Stations should be directed to FCC counsel for those stations: Howard M. Weiss, Fletcher Heald and Hildreth, P.L.C., 1300 N. 17<sup>th</sup> Street, Rosslyn, VA 22209, telephone (703) 812-0471. Questions concerning the Brokering Stations should be directed to the undersigned.

Respectfully submitted,

  
Diane Zipursky

cc: Howard M. Weiss, Esq.

# LMA REPLY FORM

MARKET: Providence, Rhode, Island

DMA #: 47

					Degree of Overlap (%)			Nielsen (all day) Audience Share (9am-midnight)		
	Channel No. & Call Sign	Network Affilia- tion	Licensed Comm- unity	Owner/ Licensee	City Grade	Grade A	Grade B	11/96	2/97	5/97
<b>Brokered Station:</b>	Ch. 28 WLWC	WB	New Bedford, MA	Fant B'casting Co. of MA, Inc.	95.0(pop) 87.4(area)	97.5(pop) 93.6(area)	100.0 (pop) 100.0 (area)	N/A Station signed on 4/14/97		
<b>Broker- ing Station:</b>	Ch. 10 WJAR	NBC	Provi- dence, RI	Outlet B'casting, Inc.	63.0(pop) 54.5(area)	56.7(pop) 54.7(area)	63.8(pop) 46.4(area)	28	22	24

LMA Specifics	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	<u>Renewal Provisions/Terms</u> Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.	% Time Brokered per Week
	12/14/94	10 years	4/14/97	4/14/ 2007	No renewal provisions.	All time except 2 hours

**Public Interest Benefits:** Describe in detail the benefits that have resulted from entering into the LMA (attach separate sheet).

## **Public Interest Benefits**

### **WLWC LMA**

As a result of financial problems and local land use controversies, the former permittee was unable to complete construction of the Channel 28 facility over a period of more than a decade. Due to the LMA agreement, the current permittee was able to utilize financial and technical resources not otherwise available. Fant Broadcasting was able to overcome the zoning problems as a direct result of the affiliation with and assistance of the brokering station and its prominent position in the community. Also as a result of the LMA, Fant Broadcasting was able to afford the tremendous startup costs for a new television station by purchasing a transmitter at a reduced rate from the broker and entering into an equipment lease from the brokering station.

WLWC-TV commenced on April 14, 1997, and is the first WB affiliate in the market. WLWC broadcasts a 10 p.m. local newscast daily, and offers local sports such as Big East Football and Big East Basketball. Beginning in September, it will also be the home of the New England Patriots Coach's Show. WLWC promotes family programming and broadcasts a variety of "core" children's programming each weekday morning and afternoon as well as on Saturday and Sunday mornings. Currently in the works is a New Kids Club which is a partnership between WLWC and the brokering station. Other community programming has included the three-hour broadcast commemorating the 125<sup>th</sup> Anniversary of the Providence Catholic Diocese.

The LMA arrangement gave WLWC instant credibility and more marketability within the station's Designated Market Area. The broker's professional staff and recognizable on-air personalities afforded WLWC an immediate presence in the marketplace otherwise unavailable if WLWC were to operate as a stand-alone.

### LMA REPLY FORM

MARKET: Columbus, Ohio

DMA #: 34

					Degree of Overlap (%)			Nielsen (all day) Audience Share (9am-midnight)		
	Channel No. & Call Sign	Network Affiliation	Licensed Community	Owner/ Licensee	City Grade	Grade A	Grade B	11/96	2/97	5/97
<b>Brokered Station:</b>	Ch. 53 WWHO	WB	Chilli-cothe, OH	Fant B'casting of Ohio	81.8(pop) 46.3(area)	90.1(pop) 61.3(pop)	100(pop) 100(area)	2 share	2 share	3 share
<b>Brokering Station:</b>	Ch. 4 WCMH-TV	NBC	Columbus, Ohio	Outlet B'casting, Inc.	48.6(pop) 47.1(area)	72.5(pop) 57.5(area)	54.4(pop) 39.1(area)	19 share	19 share	19 share

LMA Specifics	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	<u>Renewal Provisions/Terms</u> Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.	% Time Brokered per Week
	3/18/94	10 years	3/18/94	3/18/2004	No renewal provisions.	All time except 2 hours

**Public Interest Benefits:** Describe in detail the benefits that have resulted from entering into the LMA (attach separate sheet).

## **Public Interest Benefits**

### **WWHO LMA**

Prior to the operation of the station pursuant to the LMA, WWHO's prior owner had no measurable ratings. The station's technical facility was in complete disrepair and operated at substantially reduced power for periods of time. The station also went off the air with weekly regularity and essentially was not a viable local television outlet. With the assistance of its LMA partner, Fant rebuilt the station's plant.

Today, the station, which operates as a WB affiliate, has ratings that have improved at least four-fold and broadcasts programming 24 hours per day. The broker has added a 10 p.m. local newscast to the station, the first in the market. In addition, the station has been home to a host of local sports broadcasts, including the Cleveland Cavaliers (NBA), the Columbus Chill (hockey), Ohio University (football and basketball), the Cleveland Indians (baseball) and the Columbus Crew (soccer). The station airs six different children's programs each week which qualify as a "core," at various times throughout the week. Further, the station's technical facility has been operating within its licensed parameters since the inception of the LMA. WWHO also produces "Here in Ohio," a 30-minute public service program designed for the community of license, Chillicothe. Prior to the LMA, the station aired no public service programming for the community of Chillicothe whatsoever.